

What is claimed is:

- 1 1. A method executable by a system, comprising:
2 receiving customer feedback;
3 analyzing words in the customer feedback;
4 associating at least some of the words with respective one or more values; and
5 generating an indication to rate customer feedback based on the one or more
6 values.
- 1 2. The method of claim 1, further comprising defining a user-defined data type
2 having one or more data structures for storing predefined words and associated values.
- 1 3. The method of claim 2, wherein the one or more data structures comprise an array
2 of the predefined words and associated values.
- 1 4. The method of claim 2, further comprising invoking a first routine associated with
2 the user-defined data type to load the predefined words and respective values in the one
3 or more data structures.
- 1 5. The method of claim 4, further comprising invoking a second routine associated
2 with the user-defined data type to calculate a score based on the words in the customer
3 feedback and content of the one or more data structures,
4 wherein generating the indication is based on the score.
- 1 6. The method of claim 5, wherein invoking the first and second routines comprises
2 invoking functions associated with the user-defined data type.
- 1 7. The method of claim 2, further comprising storing the one or more data structures
2 in a first relational table.

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1 8. The method of claim 7, further comprising storing customer feedback in a second
2 relational table,
3 wherein generating the indication is based on performing a join of the first and
4 second relational tables.

1 9. The method of claim 7, further comprising distributing the relational table across
2 plural access modules.

1 10. The method of claim 2, wherein receiving the customer feedback comprises
2 receiving the customer feedback in electronic mail.

1 11. The method of claim 2, wherein receiving the customer feedback comprises
2 receiving customer-entered feedback at a web server.

1 12. The method of claim 2, wherein receiving the customer feedback comprises
2 translating voice feedback to text feedback.

1 13. The method of claim 2, wherein receiving the customer feedback comprises
2 receiving the customer feedback in a database system.

1 14. An article comprising at least one storage medium containing instructions that
2 when executed cause a system to:
3 analyze words in customer feedback;
4 associate at least some of the words with one or more values; and
5 generate an indication to rate the customer feedback based on the one or more
6 values.

1 15. The article of claim 14, wherein the instructions when executed cause the system
2 to generate the indication by generating an indication of customer satisfaction or
3 dissatisfaction.

